

FITCHBURG PUBLIC LIBRARY
BOARD OF TRUSTEES
March 9, 2016

FITCHBURG PUBLIC LIBRARY
610 Main Street, Fitchburg, MA

Trustees present were: Chair Jonah McKenna Moss, Kim Cochrane, Michael Phaneuf, Peg Snyder and Jim Walsh. Also present were Director Sharon Bernard and Assistant Director Jean Tenander.

CALL TO ORDER

The meeting was called to order at 6.37 p.m.

REVIEW OF MINUTES FROM February 10, 2016

The minutes of the previous meeting were accepted.

CHAIR'S REPORT

Chair Jonah McKenna Moss reported that he had met with Mayor DiNatale and they had talked about various security concerns related to the Library. Director Bernard said she had been informed of drug use in one of the bathrooms and had taken pictures of the bathroom and forwarded them along with security camera footage to the police.

Chair McKenna Moss said this was usually the time the Nominating Committee was set up to be ready for voting in September. It was suggested, due to the scarcity of Trustees present, that the appointment of the Committee be pushed ahead to April.

LIBRARIAN'S REPORT

Director Bernard said she had spoken to the Mayor about the FY17 Budget. She has requested 3 new part time positions.

She also told the Trustees about the ALICE workshop she had attended with Alfred Rivera. ALICE (Alert Lockdown Inform Counter Evacuate) is an active shooter response training program. It was a two day program consisting of acting out scenarios and practical information on the best responses to life threatening situations. Director Bernard said she found it very useful.

She reported that the architects she had spoken to believe the current library building should be retained and incorporated into alterations and additions. She added that the OPM (Owners Project Manager) position has been advertised.

COMMITTEE REPORTS

Finance Committee- Chair McKenna Moss distributed the monthly trust funds investment report for Robert Favini who was not present.

Legislative Affairs Committee-Director reported on Legislative Day. She said it was very important to establish a relationship with the appropriate legislators.

NEW BUSINESS

Director Bernard asked the Trustees give her permission to have an amnesty period for two weeks in April. The first week is National Library Week. The Trustees voted for the proposed amnesty.

The Library has the new parking space until the end of June. We are responsible for repairs to the storm drain which has already been fixed. There is some hope the Library will be able to keep the parking space when it again comes up for consideration at the end of this fiscal year.

ADJOURNMENT

The meeting was adjourned at 7:50p.m.

Submitted by Jean Tenander

Reviewed by Jim Walsh

BOARD OF TRUSTEES

June, 2015

Jonah McKenna Moss, Chair

Mary Rice Hurley, Secretary

Kim Cochrane, Treasurer

Camille Aubuchon, Trustee Emerita

Terms Expire 2016

Kim Cochrane

Margaret Snyder

Terms Expire 2014

Jonah McKenna Moss

Marlon Medero

Naldi Lopez

Terms Expire 2015

Christopher Benoit

Mary Rice Hurley

Jim Walsh

Committees, June 2015

STANDING COMMITTEES:

EXECUTIVE:

Jonah McKenna Moss, Chair

Mary Hurley, Secretary

Kim Cochrane, Treasurer

FINANCE:

Kim Cochrane, Chair

Jim Walsh

Jonah McKenna Moss, exo.

BUILDING AND GROUNDS:

Mary Hurley, Chair

Naldi Lopez

Rob Favini

Jonah McKenna Moss, exo.

LEGISLATIVE ACTION:

Peg Snyder, Chair

John Bowen

Mike Phaneuf

Jonah McKenna Moss, exo.

TEMPORARY COMMITTEE:

BYLAWS EVALUATION:

Chris Benoit, Chair

Marlon Medero

Yamilla Pastorino

Jonah McKenna Moss, exo

HUMAN SERVICES	FY08	FY12	FY09	FY14	FY15	FY16	FY17	FY18	FY19	MAYOR'S REQUESTED
LIBRARY	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	PROJECTED	REQUESTED	MAYOR	EXG.	REQUESTED
LIBRARY P.S.										
CHIEF LIBRARIAN	66,748	61,058	70,044	74,542	75,325	80,172	79,866	79,866	(306)	-
CLERICAL	-	2,457	2,285	1,825	-	-	-	-	-	-
LONGEVITY	8,545	2,480	5,272	4,398	4,569	4,755	5,101	5,101	346	-
OVERTIME	9,213	449	1,307	112	1,309	500	500	500	-	-
CLOTHING ALLOWANCE	300	312	312	312	600	600	600	600	-	-
PROFESSIONAL	296,444	172,647	197,436	189,865	189,222	208,018	225,044	225,044	17,026	-
PRE-PROFESSIONAL	196,568	71,222	61,135	68,181	87,793	124,109	142,835	142,835	18,726	-
LIBRARY ASSISTANTS	109,271	-	48,555	60,652	74,575	36,269	49,240	49,240	12,971	-
SICK TIME BUY BACK	21,623	-	-	-	-	-	-	-	-	-
LESS: STATE AID TO PUBLIC LIBRARY	-	-	-	-	-	-	-	-	-	-
SUB TOTAL	710,702	310,625	386,346	399,885	433,393	454,423	503,186	503,186	48,763	-
LIBRARY OFFICE										
TELEPHONE	3,484	238	263	257	21	-	-	-	-	-
OFFICE SUPPLIES	4,486	2,746	1,077	1,014	436	-	-	-	-	-
PRINTING	2,386	226	276	92	236	300	500	500	200	-
SUB TOTAL	10,356	3,210	1,616	1,363	694	300	500	500	200	-
LIBRARY SUPPLIES										
CIRCULATION SUPPLIES	3,105	1,597	1,000	897	684	-	-	-	-	-
CATALOGING SUPPLIES	4,609	1,770	954	781	60	-	-	-	-	-
BOOK AND MATERIAL ADULT	49,740	25,634	49,982	52,026	50,623	42,000	42,000	42,000	-	-
BOOK AND MATERIAL CHILD	33,606	10,024	15,071	13,250	12,559	12,000	12,000	12,000	-	-
PERIODICALS	12,673	2,371	-	-	-	-	-	-	-	-
MICROFILM	6,119	-	-	-	-	-	-	-	-	-
RECORDS ADULT	9,131	-	-	-	-	-	-	-	-	-
RECORDS	634	-	-	-	-	-	-	-	-	-
VIDEO CASSETTES	6,824	-	-	-	-	-	-	-	-	-
DATA PROCESSING	43,002	31,390	29,901	28,460	29,733	30,000	32,450	32,450	2,450	-
SUB TOTAL	169,443	72,786	96,908	95,414	93,659	84,000	86,450	86,450	2,450	-

LIBRARY MAINTENANCE										
CUSTODIAN (MAINTENANCE)	18,278	17,807	23,093	31,570	33,628	35,842	36,071	36,071	229	-
ELECTRICITY	54,044	37,935	44,264	45,219	50,481	52,000	51,000	51,000	(1,000)	-
BLDG & GROUND SUPPLIES	7,873	1,381	3,703	3,534	3,024	1,880	1,800	1,800	(80)	-
MAINTENANCE OF EQUIPMENT	2,254	1,209	1,670	2,202	2,000	2,000	2,000	2,000	-	-
EQUIPMENT	6,550	1,800	-	1,715	-	-	-	-	-	-
HEATING FUEL	44,243	40,625	53,772	54,099	50,884	50,000	50,000	50,000	-	-
REPAIR AND CARE	14,233	13,856	11,996	9,191	9,838	10,000	10,000	10,000	-	-
BUILDING MAINTENANCE	24,809	3,933	3,799	6,443	10,317	10,000	10,000	10,000	-	-
LESS: STATE AID TO PUBLIC LIBRARY	(4,762)	-	-	-	-	-	-	-	-	-
SUB TOTAL	167,522	118,546	142,297	153,972	160,172	161,722	160,871	160,871	(851)	-
TOTAL LIBRARY	1,058,023	505,167	627,167	550,633	637,918	700,445	751,107	751,107	50,562	-

3 yr average	724,604.33
x 2 1/2 percent	742,719.44

* x 2 1/2 percerl 742,719.44 FY17 MAR

Revolving Funds

722,719.44 Minimum MAR

*** Required Municipal Appropriation to remain certified. Revolving Funds may be used toward the MAR.**

**** This budget reflects the addition of three non-benefitted, part-time employees**

Librarian	12,432
Lib. Assistant	9,048
Student Page	4,163

25.643

4/10/2000 closed

Fitchburg Public Library
Investment Performance
12/31/15-2/29/16

Investment Objectives The investments comprising the Fitchburg Public Library shall be managed prudently with a primary emphasis on growth oriented securities that yield a reasonable rate of return.

Alice & Rodney Wallace Funds Stocks-64% Bonds-34% Money Market-2%

Market Value 12/31/15	Market Value 2/29/16	Percent Change	Estimated Annual Income	Annual %Income
\$ 942,571	\$ 921,252	- 2.26%	\$28,018	3.04%

Other Funds Stocks-10% Bonds-71% Money Market-19%

Market Value 12/31/15	Market Value 2/29/16	Percent Change	Estimated Annual Income	Annual %Income
\$ 716,508	\$ 716,417	- .01%	\$18,916	2.64%

TOTAL

\$1,659,079	\$1,637,669	- 1.29%	\$46,934	2.87%
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	12/31/2015	2/29/2016	Income Balance as of 2/29/2016
Restricted	\$314,237.13	\$316,949.78	\$ 31,330.77
Unrestricted	\$402,271.43	\$399,467.52	\$ 56,075.84
Total	\$716,508.56	\$716,417.30	\$ 87,406.61

Legislative Day March 8, 2016

State House

10:00 am - Registration and coffee in the Great Hall

10:30 am – First Time Attendees Get Together - Special Collections Room 55

11:00 am – 12:30 pm – Visit the Library Showcase. The showcase features visual displays placed in the Great Hall and Grand Staircase areas. Legislators and attendees can visit these displays to get a snapshot of the variety of programs, technology and community involvement that happens daily in libraries across the Commonwealth.

12:30 pm – Lunch is served in the Great Hall

1:00 pm - John Palfrey* awarded the MLA/MSLA Advocacy Award in the Great Hall.

**John Palfrey is the Head of School at Phillips Academy in Andover, MA. He also serves as Chairman of the Board of Directors of the Digital Public Library of America, Chairman of the Board of Trustees at the John S. and James L. Knight Foundation, and is a faculty co-director of the Berkman Center for Internet & Society at Harvard University. His research and teaching focus primarily on Internet law, intellectual property, and the potential of new technologies to strengthen democracies locally and around the world. His most recent book, BiblioTech: Why Libraries Matter More Than Ever in the Age of Google, argues that libraries are more than just book repositories and can become "bulwarks against some of the most crucial challenges of our age: unequal access to education, jobs, and information."*

1:30 pm - Visits to Legislators

Remember, change can not happen without you! See you in Boston on March 8

Dinah O'Brien

MLA Legislative Committee

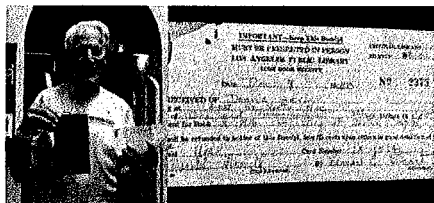
Sent from my iPad

allregions@mbic.state.ma.us is a statewide discussion list for
Massachusetts libraries

Fine Amnesty Campaigns Bring Rewards in Chicago, L.A.

Libraries report big return of materials—and patrons

By Alison Marcotte | February 23, 2016



Los Angeles Public Library patron Dennis Levin returned *The Story of Scotch*, a book he checked out in 1950, during the library's recent fine amnesty campaign.

Overdue library items were welcomed home at Chicago Public Library (CPL) and Los Angeles Public Library (LAPL) branches this February during the libraries' two-week fine amnesty campaigns.

CPL's "Welcome Home" program ran from February 4–18, while LAPL's campaign, "LAPL Misses You," was held February 1–14. The libraries waived late fees on all materials during the campaigns.

CPL's 80 branches received at least 20,000 items, worth about \$500,000. This was CPL's third time holding a fine amnesty program—the first was in 1985 just for children, the second in 2012 for all patrons.

"The fine amnesty really came out of how can we create an environment that's more welcoming for our patrons and makes it easier to use our services," says Brian Bannon, CPL commissioner. "We discovered that many patrons had longstanding fines that were not getting paid [and] were preventing them from using the library. And many of those materials were not getting back to the library."

As a result of the 2012 campaign, CPL learned it may lose between \$80,000 and \$100,000 in revenue from fines, but in return, it received hundreds of thousands of dollars of materials and won back patrons who had stopped using the library.

"We felt that was well worth the kind of investment periodically," Bannon says. "And that's why this fine amnesty was marketed as a 'Welcome Home' campaign. It was welcoming home our library materials, and it was welcoming home our patrons."



During Chicago Public Library's fine amnesty campaign, one tiny patron's returned books resulted in a receipt twice her size.

LAPL City Librarian John Szabo says he and other staffers have been talking about offering an amnesty program since last summer.

"We were looking at tying it in with Thanksgiving or a Valentine's Day theme," Szabo says.

The love-themed campaign, complete with an "I [heart] no fines" photo booth, was successful: 64,633 books were returned; 13,701 patrons had fines forgiven and accounts unblocked so they can use their library card again; and 7,297 people visited one of the 72 library branches and signed up for a library card, an unexpected benefit of the campaign, says Peter Persic, LAPL's public relations and marketing director.

The program not only let patrons check out materials again, but it also introduced them to new services, such as 3D printing, digital skills training, and programming for kids, teens, and adults.

“It was a way to remind our patrons that the library is not the library of 10 years ago or 20 years ago. It’s not even the library of five years ago. We’re evolving and changing,” CPL’s Bannon says.

Social media engages patrons

To market the event, CPL created YouTube videos with a pro bono partner, FCB Chicago. The videos featured library staffers asking patrons to return their items, saying “I have taken a vow of silence until all overdue books are returned” and “You’re worried about returning a book you checked out three months ago? Trust me—we’ve seen much worse.” Collectively, the videos have 13,000 views.

“It helped us really engage our patrons in a fun way,” says Mary Beth Kraft, CPL’s director of marketing.

Among the oldest materials the two library systems received were a copy of Hermann Hesse’s *Steppenwolf*, checked out at CPL in 1987, and Enos Mills’s *The Story of Scotch*, checked out from LAPL in 1950.

“What seems like a small amount of money—\$10, \$20, \$30 to some people—is a difference between someone coming and using the library and not using the library,” Bannon says. “It’s something that we take really seriously in our mission. We want to make sure that the library is free and open to everyone.”

Setting up a fine amnesty program

For public libraries wanting to hold a fine amnesty program, Szabo says it’s helpful to market the program as a one-time opportunity and tie it to a theme. “There’s a reluctance to do it because of a concern that patrons will expect there to be such a period on an ongoing basis.”

Szabo also says a celebration after the campaign is key.

“A big part of the success of the campaign was the attitude of our library staff, at the desk and over the phone,” he says. “They did a really terrific job. Thank the staff, and allow yourself to have a celebration afterward with both the staff and the public to acknowledge the success of it.”

When considering holding a fine amnesty program, Bannon says libraries should also assess if their policies align with the current culture and mission of libraries. For instance, many libraries vary in how they treat fees, with some sending patrons to collection agencies for missed fines.

“These are interesting questions that we should be asking as a field—what is our core mission? While it’s important to get materials back, and we want to make sure that we have the right incentives for people to return those materials, I think it’s just important to talk about what the spirit of a public library is,” he says.